

FEMA.gov Web Performance Metrics

Oct 1, 2022 - Oct 31, 2022

All Users
100.00% Sessions

Total Visits (Sessions)

8,062,866

% of Total: 100.00% (8,062,866)



Avg. Visit (Session) Duration

00:02:18

Avg for View: 00:02:18 (0.00%)



Unique Visitors (Users)

4,316,776

% of Total: 100.00% (4,316,776)



Average Pages Per Visit (Session)

1.82

Avg for View: 1.82 (0.00%)



Average Time on Page

00:02:43

Avg for View: 00:02:43 (0.00%)



Bounce Rate

34.43%

Avg for View: 34.43% (0.00%)



Pageviews

14,703,200

% of Total: 100.00% (14,703,200)



Sessions by Browser

Browser	Sessions
Chrome	3,500,399
Safari	3,391,534
Edge	549,914
Samsung Internet	175,230
Android Webview	131,347
Safari (in-app)	120,886

Top Pages

Page	Pageviews	Bounce Rate
/	2,707,927	24.44%
/disaster/4673	929,525	33.17%
/disaster/hurricane-ian	865,752	38.46%
/assistance/individual	538,064	16.82%
/es/disaster/4671	535,777	27.01%
/es	442,116	15.68%
/locations/florida	356,310	27.02%
/disaster/4671	260,346	29.43%
/flood-maps	251,331	23.95%
/locations	239,637	28.52%

New vs Returning Visitors (Users)

User Type	Users
New Visitor	3,837,604
Returning Visitor	1,564,868

Pageviews by Source

Source	Pageviews
google	8,001,330
(direct)	2,999,292
disasterassistance.gov	1,570,225
bing	653,679
yahoo	151,487
search.usa.gov	148,518
m.facebook.com	108,174
Facebook	94,979
duckduckgo	68,940
lm.facebook.com	61,583

FEMA.gov Search Performance Metrics

Oct 1, 2022 - Oct 31, 2022

All Users
100.00% Sessions

Visits to FEMA.gov

8,062,866

% of Total: 100.00% (8,062,866)



Pageviews

14,703,200

% of Total: 100.00% (14,703,200)



Visitors Used the Search Form on FEMA.gov

53,218

% of Total: 0.66% (53,218)



Pageviews by Date

Date	Pageviews
20221003	1,056,702
20221004	878,508
20221001	852,831
20221005	838,664
20221006	761,576
20221002	747,136
20221007	669,922
20221012	574,871
20221013	564,857
20221011	562,839

Total External Searches (Reported by Google)

Keyword	Organic Searches
(not provided)	2,527,524
(not set)	23,422
fema	520
fema disaster assistance	344
https://www.fema.gov/disaster/hurricane-ian	169
https://www.fema.gov/assistance/individual	147
https://www.fema.gov/	126
https://www.fema.gov/es/disaster/4671	98
FEMA	86
https://www.fema.gov/press-release/20220929/how-apply-fema-assistance-after-hurricane-ian	80

Pageviews by Device Category

Device Category	Pageviews
mobile	8,806,371
desktop	5,652,156
tablet	244,673

Top Internal Searches by Search Terms

Search Term	Total Unique Searches	Results Pageviews / Search
https://www.fema.gov/node/454166	1	1.00

Results Pageviews / Search by Search Term

Search Term	Results Pageviews / Search
https://www.fema.gov/node/454166	1.00

Q1 How would you rate your overall experience today?

Answered: 2,088 Skipped: 0

ANSWER CHOICES	RESPONSES	
Outstanding	22.84%	477
Above Average	19.44%	406
Average	23.18%	484
Below Average	12.98%	271
Poor	21.55%	450
TOTAL		2,088

Q2 What information were you looking for today?

Answered: 2,088 Skipped: 0

ANSWER CHOICES	RESPONSES	
Disaster assistance: applying, checking my status, or learning more about assistance	47.80%	998
Employment or contracting opportunities	10.54%	220
Other	8.05%	168
Grants	5.32%	111
Recovering from a disaster	5.08%	106
Flood maps	4.45%	93
Disaster declarations	3.93%	82
Contact information	3.78%	79
Information about FEMA	2.44%	51
Training	2.25%	47
Disasters (specifically, types of disasters)	1.87%	39
Flood insurance	1.48%	31
Forms or publications	1.10%	23
Preparing for a disaster	0.96%	20
Email, RSS feeds, or subscription services	0.34%	7
Photographs	0.29%	6
Exercises	0.24%	5
News	0.05%	1
Video	0.05%	1
TOTAL		2,088

Q3 Were you able to complete the purpose of your visit?

Answered: 2,088 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	41.76%	872
No	58.24%	1,216
TOTAL		2,088

Q4 If you answered "No" to question 3, please select the option that best describes your difficulty.

Answered: 1,373 Skipped: 715

ANSWER CHOICES	RESPONSES	
Bad link	3.71%	51
Content wasn't easy to understand	25.42%	349
Error on page	12.02%	165
Multimedia/technical problem	6.19%	85
Other	47.56%	653
Outdated information	5.10%	70
TOTAL		1,373

Q5 Would you still return to this website if you could get this information or service from another source?

Answered: 2,088 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	78.54%	1,640
No	21.46%	448
TOTAL		2,088

Q6 Will you recommend this website to a friend or colleague?

Answered: 2,088 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	68.30%	1,426
No	31.70%	662
TOTAL		2,088

Q7 Which one of the following best describes you?

Answered: 2,088 Skipped: 0

ANSWER CHOICES	RESPONSES	
Business, organization, non-profit, contractor, or vendor	9.72%	203
Disaster Survivor	42.05%	878
Emergency Managers and Personnel	3.40%	71
First Responder	2.87%	60
Government Official or Employee	3.35%	70
Home (Property) Owner	18.58%	388
Insurance Agent	0.53%	11
Job Seeker	7.57%	158
Media	0.29%	6
Other	8.29%	173
Student or Educator	3.35%	70
TOTAL		2,088

Q8 How was your experience finding your way around (navigating) FEMA.gov today?

Answered: 2,088 Skipped: 0

ANSWER CHOICES	RESPONSES	
Encountered no difficulties	34.39%	718
Navigated to general area but couldn't find the specific content needed	16.04%	335
Other	11.78%	246
Had technical difficulties (e.g. error messages, broken links)	10.01%	209
Would often feel lost, not know where I was	9.53%	199
Links did not take me where I expected	8.67%	181
Links/labels are difficult to understand, they are not intuitive	4.89%	102
Too many links or navigational choices	4.69%	98
TOTAL		2,088

Q9 How was your experience using our site search?

Answered: 2,088 Skipped: 0

ANSWER CHOICES	RESPONSES	
Did not use search bar today	23.85%	498
Encountered no difficulties	20.88%	436
Results were not helpful	15.23%	318
Other	14.27%	298
I was not sure what words to use in my search	8.14%	170
Results were not relevant to my search terms or needs	6.51%	136
Returned not enough or no results	6.27%	131
Returned too many results	2.49%	52
Results were too similar/redundant	2.35%	49
TOTAL		2,088